

Hida is the only production center of dining chairs in Japan.

The ancient masters of Hida constructed simple, sturdy, yet modern furniture by making good use of materials, bequeathing their spirit and techniques into their homeland of Hida-Takayama.

The traditional culture of the master craftsmanship of Hida has been directly inherited by the people living in Hida today. Nissin Furniture Crafters is the successor to the spirit and techniques of this master craftsmanship - the Japanese sense of beauty - expressly reflected in our products. Since its founding 60 years ago, we have been persistently producing simple, yet quality modern furniture in contemporary Japan using this concept in the designs of the Nissin Furniture Crafters.

As contemporary craftsmen in Hida, we hope that our designs will enrich the lifestyles of their users.



HITOSHI KITAMURA  
President of NISSIN FURNITURE CRAFTERS CO.,Ltd

### Lifestyle

The word, "family tradition," was often used in the past. We seldom use the word today. One of the most authentic dictionaries in Japan, Kojien, quotes the meaning as "the way of living unique to the family". This word had been mainly used in the period prior to 1945, when World War II ended, where the master of the house evidently existed in every household in Japan.

On the other hand, the word "lifestyle," appeared more than 10 years ago, and is still used today. The word "lifestyle" is a synonym of the word "family tradition", and means the stylized life. Until the end of the last war, there existed lifestyles even in Japan. When you have found your way of enjoying life to pursue your living policy, you will start collecting articles that fit with the enjoyment, eliminating those which don't suit. During the process, beauty is created in a certain style as beauty of form. In other words, every home has its own living policy and beauty of form. In everyday life, the consistently followed policy will turn into an established "lifestyle".

### Proposal of New Lifestyles

As a manufacturer and a distributor of furniture, Nissin Furniture Crafters is deeply involved with "Lifestyles". However, the lifestyles are not represented by furniture only. Fortunately, the traditional industries flourish in Gifu Prefecture, focusing on daily utensils: textiles in Gifu, Japanese paper in Mino, ceramics called the Mino ware, furniture in Hida, and the Shunkei lacquer ware in Hida. We have been promoting cross-industrial exchange with like-minded manufacturers of these products for many years. Under the concept of "Beauty of Japan-Harmony in the Day-to-Day Life", the members have launched the "Re-Mix Japan" brand to develop original products of the same taste. We have presented our unique products not only in Japan but also in New York and Cologne in Germany. We have participated in the "MAISON&OBJET" held in Paris three times. As the word "Re-Mix" shows, we think it is very meaningful to continue developing the products to be accepted globally, as well as promoting sales activities, as a fresh lifestyle brand in Japan.

### Fruits of the Cross-Cultural Exchange

The cross-cultural exchange in the "Re-Mix Japan" group has finally established a good inter-relationship through the activities over a long period of time. Now knowing one another inside out, we deeply understand the advantages and disadvantages of each member. Once we had corporate problems and limitations in developing and selling products, but now we share the same problems. We break out of the status quo through frank discussions to set new challenges. Particularly this year, in many of the new products we exhibited at the "MAISON&OBJET", we challenged ourselves with a new development style to complete one product by two or three manufacturers in each different category. Enjoying the good fruits of our cross-cultural exchange, we will proceed with these activities.

We will again participate for our third time in the MAISON&OBJET Trade Fair to be held in January 2008. Details of the exhibition follow.

### Masion&Objet

SAFI-MAISON&OBJET

4, Passage Roux

75850 PARIS Cedex 17 - FRANCE

- Building: Hall 1, Paris-Nord Villepinte Exhibition Centre
- Secteur / Section: ethnic chic.MIC
- Num?ro de Stand / Booth: F64-G63
- Size: 81 m2 (9 × 9)
- Session: 5 days, January 25-29, 2008 (Friday-Tuesday)
- Brand: Re-Mix Japan



MAISON&OBJET "PLANETE MEUBLE PARIS 2007"